

# Internet Communications: Second and Third year

After completing the first year of the BA (Internet Communications), which includes the choice of 2 electives, 4 humanities core units, and the first two major units, you will then complete 16 more units, 8 each per year. In each year, you do four major units, plus four electives. If you have chosen a double major, then you do 4 units in each major, each year. These are your required units in Internet Communications:

## 2<sup>nd</sup> Year

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### Unit choice

### Rationale

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#### Semester 1

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##### **MAJOR 3**

Internet Communities and Social Networks 204

Take part in an innovative online conference where you present your views on the key dimensions of online community and the rise of social networking

##### **MAJOR 4**

Web Media 207

Build real content for websites and other media forms – explore how the web is changing the media

##### **ELECTIVES (2<sup>nd</sup> MAJOR)**

*See list on second page*

Add two units from another course that contribute to your studies: see the next page for some recommendations (or do your double major)

#### Semester 2

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##### **MAJOR 5**

Internet Commerce and Consumers 205

Learn why most things online are 'free' and what free really means: learn to use wikis, understand the distributed, fragmented nature of knowledge work

##### **MAJOR 6**

Web Publishing 206

Get to grips with what you need to say, why and how to do it through several kinds of online publishing (such as blogging).

##### **ELECTIVES (2<sup>nd</sup> MAJOR)**

*See list on second page*

Add two units from another course that contribute to your studies: see the next page for some recommendations (or do your double major)

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## 3<sup>rd</sup> Year

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### Unit choice

### Rationale

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#### Semester 1

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##### **MAJOR 7**

Internet Collaboration and Organisation  
308

Is the crowd wise? Can we work together, while doing our own thing? From getup to Wikipedia, develop your knowledge of the new collaborative creative potential of the web.

##### **MAJOR 8**

Web Presence 309

Sustain and extend your web presence: be ready to graduate with an online presence which shows off your abilities; at the same time, understand digital ecology and how to cultivate it

##### **ELECTIVES (2<sup>nd</sup> MAJOR)**

*See list on second page*

Add two units from another course that contribute to your studies: see the next page for some recommendations (or do your double major)

#### Semester 2

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##### **MAJOR 9**

Internet Politics and Power 303

Who controls the net? Does it matter? How can you understand and explain the politics of the Internet and what can you do about it: build your critical analytical skills and public communication abilities.

##### **MAJOR 10**

Web Production 300

Finish off your degree with a detailed, presentation piece production which shows your talents in numerous forms of web media – text, visuals, sound, websites, video

##### **ELECTIVES (2<sup>nd</sup> MAJOR)**

*See list on second page*

Add two units from another course that contribute to your studies: see the next page for some recommendations (or do your double major)

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## Electives in second and third year

We recommend the following units as great complementary units for students doing Internet Communications; some of these units are first-year level – you can only do 4 first-year level electives (2 in first-year, 2 more in second or third year). See also the **First-Year Guide** for information on relevant first-year units.

### *Creative digital media units*

- [Interactive Screen Design 222](#)
- [Multi-Platform and Content Creation 222](#)
- [Experimental Screens 223](#)
- [Digital Design Practice 271](#)
- [Digital Design Development 272](#)
- [Brand Communication 272](#)
- [Design Photography 271](#)
- [Image Design Culture 271](#)

### *Writing and Communication units*

- [Popular Fiction and the Social 220](#)
- [Writing, Editing and Publishing 211](#)
- [New Media Narratives 310](#)
- [Writing and Research for Professional Contexts 311](#)
- [Writing and New Technologies 310](#)
- [Information Theory and Research 302](#)

### Marketing and Public Relations

- [Integrated Marketing Communications 202](#)
- [Consumer Behaviour 201](#)
- [Internet Marketing 350](#)
- [Public Relations \(Principles\) 201](#)
- [Public Relations \(Techniques\) 220](#)
- [Public Relations \(Media\) 250](#)

### *Information Systems / programming*

- [Database 200](#)
- [Business Software Tools 200](#)
- [Business Application Design 201](#)
- [Systems Analysis and Design 251](#)
- [Business Systems Implementation 250](#)
- [Business Application Development 301](#)
- [Web Programming 300](#)

Email: [internetstudies@curtin.edu.au](mailto:internetstudies@curtin.edu.au)

Web <http://netstudies.curtin.edu.au>